

THE EMPRESS EXPRESS

VOLUME III, No 21

EMPRESS, ALTA. FRIDAY, OCT. 29th 1915

Price: One Dollar Per Year

"Breathes there a man with soul so dead, who never to himself hath said—"EMPRESS"

Germany Weaker In The East

The fact has been disclosed by British correspondents in France, that after the Anglo-French offensive in September, the Germans had the greatest difficulty in securing new reinforcements to meet the adventure, and had to call on men just returned from Russia for rest, to fill the gaps in Western lines. Added to this Russia is keeping them fairly busy from the Balkans to the Roumanian mountains. For a while, the Germans struggled desperately to maintain the initiative in the centre and towards the North, but now it seems that even in the neighborhood of Verdun they are barely able to hold their own, although the German General, von Hindenburg is reported as conducting another vigorous offensive in this region. Russia seems now to have plenty of ammunition and men, while that of the Germans there is not too abundant. The Germans too, are evidently exhausted, and are not able to attack as vigorously as before. In Galicia, the Russians claim to have pierced the Austrian lines on the Striapa, and if the Russians are able to roll up the German-Austrian right-wing in Galicia, the German centre will be compelled to retreat, and the effect upon the Serbian campaign will be quickly felt.

The West

To speak of the general situation as a whole, the position, there still holds good, and although work is slow, it is encouraging. A correspondent writes from headquarters: "The enemy has been rudely shocked and seriously disturbed in all his plans of success. It is not a mere journalistic phrase, to say that a sense of panic was created in the German command, when on the morning of September 25 it received the news that Loos had fallen, that we were forcing our way from Huluch, and the Vimy. All this put an enormous strain upon their offensive organization; what hurt them most was, that the initiative had fallen into our hands, thereby upsetting all their plans, and internal disposition of troops."

Reckall Orderlies are a specific for the bowel troubles of ageing people. Sold only by Geo. L. Brown, The Reckall Store, 10c, 25c and 50c boxes.

Kaiser And Sea Pirates

Mr. Simon Lake, the inventor of the submarine, in an interview printed in New York, states that the Kaiser foresaw the importance of the submarine for raiding purposes as far back as 1905.

Mr. Lake talked with the Kaiser and with Admiral Von Tirpitz at that time, and they discussed the designs for submarine craft with great interest so far as they referred to large offensive vessels. Admiral Von Tirpitz asked him to show models of these larger vessels, but said he was not interested for the future in small defenses.

Ever after that the Admiral showed a keen interest in a progressive degree in the development of the submarines.

London, England Has Anti-Treating Law

In London, England, a new regulation has been enacted, which forbids the treating system to men, regarding intoxicants to its full million inhabitants. The penalty for violating the law is \$500, and six months in prison. It is expected by some that the regulation will control the sale of alcoholic liquor by fifty per cent; but if drunkenness remains unchecked other restrictions will be brought in. A few years ago, Ontario considered a similar measure, but it was thought financially that it would be difficult to enforce. It is rather marvellous that democratic England should dare to take such a drastic step.

GERMAN CRUISER SUNK

The German cruiser Prinz Adalbert, has been sunk by British submarine, near Libau. This is reported as the worst blow the German navy has received within six months. The armored cruiser Prinz Adalbert was built at Kiel, etc.—The German armored cruiser Prinz Adalbert was built at Kiel in 1901-03 at a cost of \$285,000, and her loss is the worst the German navy has sustained during the last six months. Her dimensions were: length 398 feet, beam 65 feet, and her horse power of 17,600 gave her a legend speed of 20.3 knots. The main armament consisted of four 6.2 inch, ten 5.9 inch guns and a number of quick firers, with four torpedo tubes. Her complement consisted of 217 officers and men. She displaced 9,050 tons.

Church Notices

ENGLISH CHURCH

The Harvest Thanksgiving Services of the English Church will be held on Sunday, November 7th.

Holy Eucharist, 10.30 a.m.
Evangelism & Sermon, 7.30 p.m.
The preacher will be the Rev. A. E. Jones, Vanguard, Sask.

CATHOLIC CHURCH

Rev. Father W. R. Dargun will say Mass in the Grand Theatre at 10.30 a.m. on Sunday, October 31st, instead of Saturday, October 30, as announced in last week's issue.

UNION CHURCH

Grand Theatre 7.30 p.m. Vocal duet by Maggie Murray and Edith Peterson. Violin solo by C. E. Sexton. Other music. All invited.

There has been a large attendance at the Union Church services during the recent weeks. The church appreciates very much the manner in which the men working on the elevator have gathered there each Sunday. Their hearty singing too has been quite a matter of comment. We are sure these gentlemen will bear testimony in other towns to the large percentage of our people who, by their church attendance, practically demonstrate their concern and sense of obligation in the moral and social dignity of our pretty burgh. Let other towns follow our example. Citizenship begins at home.

Patriotic Committee Outline Plans

The committee of the Patriotic Fund met on Tuesday night. They decided to form sub-committees through the country districts, for the purpose of gathering in the contributions that may come therefrom. With regard to the town, it was decided to canvass at regular periods. Next Wednesday, ladies will wait upon every townswoman, asking for his first subscription, and if any citizens should be ready further to state to them how much may be asked for their view was called. Messrs. Handley and Franklin are especially musical, and further have looked upon any opportunity for work as a privilege. Always ready, always genial, always heartily received. We would not express our grief as though we did not expect to have them back with us, for we fully trust that they will, when the world has ceased its strife, return to us to resume their citizenship. Meanwhile we shall watch them, as we shall the other braves from our district, with keenest interest and anxiety.

TRIBUTE AND REGRET FROM UNION CHURCH

What may in one sense be spoken of as one of the saddest incidents ever connected with the Union Church here, is the departure of our young men for the war: some of these, namely Messrs. Handley, Franklin and Handley, have been called to be looked upon as part of the church corporation. For these, the church cannot find words adequate to express their commendation, or sentences to convey their own deep regret. Mr. Black was always in his place, like clockwork, when service was called. Messrs. Handley and Franklin are especially musical, and further have looked upon any opportunity for work as a privilege. Always ready, always genial, always heartily received. We would not express our grief as though we did not expect to have them back with us, for we fully trust that they will, when the world has ceased its strife, return to us to resume their citizenship. Meanwhile we shall watch them, as we shall the other braves from our district, with keenest interest and anxiety.

A Rub For You! Why Not Help?

The newspaper man is blamed for a whole lot of things he can't help, such as using partiality in mentioning visitors, giving news about some folk and leaving others out, etc. He can't help it. Some people inform him about such things and others do not. An editor or

newspaperman should not be expected to know the names and residences of all your uncles, aunts and cousins, even if he should happen to see them get on or off the train. Tell us about it. It's news that makes a newspaper and every man woman and child may become an associate editor if they so choose.

LADIES AID

A good meeting of the Ladies Aid was held yesterday at the home of Mrs. M. G. Boyd. The day fell unfortunately, for one or two of the members, who were compelled to be absent on account of home duties, otherwise there was a full attendance.

Empress I.O.D.E. Notes

The regular meeting of the I.O.D.E. will be held in Mr. Malton's Store, Tuesday at 2.30 p.m., a large attendance is requested.

The Empress Chapter is sending \$100 this week to Red Cross Society, to be used for the wounded heroes; also three boxes, two of which contained surgical supplies, which were as follows:

- 10 dozen large pads
- 10 " small pads
- 18 " compresses
- 100 sponges
- 9 face towels
- 11 face cloths
- 3 dozen tumentation cloths
- 100 mouth wipes
- 3 dozen 5 inch bandages
- 3 dozen 4 1/2 inch bandages
- 5 " 4 inch bandages
- 3 " 3 1/2 inch bandages
- 5 " 3 inch bandages
- 4 " 2 1/2 inch bandages
- 4 " wrist shirts and 12 flannellette night shirts.

The third box contained field comforts, which included—Shirts, writing pads and envelopes, socks, cigarettes and tobacco, soaps, shaving cream, Tooth paste, tooth brushes, and tooth picks.

The patriotic granary has been now completed, and contributions of grain from farmers will be thankfully received.

Construction of the grain elevator here for the Alberta P. & E. Elevator Company is now completed, and grain is now being received by this elevator.

TO OUR EMPRESS BOYS LEAVING FOR THE WAR

Adieu, adieu, young hearts—Adieu!
Our Comrades, braves, by duty led;
Here sorrow hangs a drooping head,
Adieu, adieu, young hearts, adieu!

We see you march to crush the knave,
But who is it we can take your place?
What sunshine ray, what sapphire blaze,
To match the living light you gave?

Nor should we yet make plain the night,
For 'twould do your glories wrong;
Unless it were as weep the strong,
When pride exults and moistens the eye.

To royalty heirs, to glory born,
What words can give your honours praise?
What harp attuned to sound its lays,
What laurels worthy to be worn?

But day by day, we'll watch your way,
Whose eyes are fixed on victory's Sun,
The ties that bind be spun,
Till hearts unite when ends the fray.

And then at length the goal in view,
And freedom on her throne sits crowned;
We'll watch for you, loud welcome sound,
Adieu awhile, young hearts, adieu!

—J. M. W.

THE BALKAN SITUATION

Serbia

The first desire of Germany is now clearly to open a route through North-Eastern Serbia and Bulgaria to Turkey, and this is pushed with great vigor. It is indeed feared in England that this German-Bulgarian campaign may be possibly on the eve of success.

Russia, however, is taking a keen interest in the Balkan struggle. There is no doubt that it was the lessening of the Russian prestige by the long continued retreat of the Russian forces, that emboldened Bulgaria to take the field for Germany, and hindered Roumania and Greece from assisting the Allies. A victory of the Balkans would restore Russia's prestige. For her to strike there the shortest and most effective way would be to come through Roumania, and it seems probable that even now Russia's troops are massing for this purpose. The next few weeks will be critical and momentous ones in the Balkans.

Some military writers in London again do not believe that the position of Serbia is quite as desperate as it is being painted. It is serious of course, but they point out that the Serbians have many natural defensive positions in the mountains, in which they can hold out for weeks; that with the British, French, and other quadruple powers carrying out their determination to help Serbia by rushing re-inforcements to Salonika and other points, the Bulgars will have an extremely warm reception, and that the Germans and Turks, being fully occupied elsewhere, will not be able to send the Bulgars much help.

Better Times

The money from the crop has begun to circulate, and the times are picking up. In the cities, there is little change, but in the country, for staples like in particular, there is a marked increase in demand, as compared with last year. This is very sensible in hardware. Manufacturers of stoves and furnaces report business comparatively better than a year ago; and a large oil concern makes the statement that the August business was better than a year ago by 25 per cent, and that September when the returns are in will show as good a result. Already Western retailers are retailing their low stocks, and Western manufacturers are buying more freely in view of the brighter outlook. For the last week or two, there has been an increase in the bank clearings in the Western cities, as also in those of the east. In Winnipeg this increase reached \$1,000,000 and several other cities in the West made good showings.

Eugene Sandow, German Spy?

According to despatches, it is rumored that Eugene Sandow, once reported to be the strongest man in the world, was shot as a German spy in the tower of London, about two weeks ago. He for several years conducted a physical culture institute in the West End of London, which has been the resort of many fashionable young clubmen and officials of the Government.

Distribution of Seed Grain and Potatoes

From the Dominion Experimental Farms, 1915-1916

By instruction of the Hon. Minister of Agriculture, a distribution of superior sorts of grain will be made during the coming winter and spring to Canadian farmers. The samples will consist of spring wheat (about 5 lbs), white oats (about 5 lbs), barley (about 5 lbs), and field peas (about 5 lbs). These will be sent out from Ottawa.

A distribution of potatoes (2 lbs. samples) will be carried out from several of the Experimental Farms, the Central Farm at Ottawa supplying only the Provinces of Ontario and Quebec.

Each application must be separate and be signed by the applicant. Only one sample of grain and one of potatoes can be sent to each farm. If both samples are asked for in the same letter only one will be sent. Applications on any kind of printed form cannot be accepted.

The destruction by fire of the cereal building at Ottawa, which contained grain-cleaning machinery and a large stock of seed grain for distribution, may make it necessary to curtail the distribution to a certain extent. We shall fill as many as possible of the applications which conform to the rules, but requests received after the end of December will probably be too late. Samples cannot be sent in response to applications (no matter when received) which fail to state clearly the needs of the applicant, his experiences in crop-raising and character of the soil on which he intends to sow the seed.

All applications for grain (and applications from the provinces of Ontario and Quebec for potatoes) should be addressed to the Dominion Cerealist, Central Experimental Farm, Ottawa. Such applications require no postage. If otherwise addressed, delay and disappointment may occur.

Applications for potatoes from farmers in any other province should be addressed (postage prepaid) to the Superintendent of the nearest branch Experimental Farm in that province.

J. H. Grisdale, Director,
Dominion Experimental Farms

Mexico

It would appear that for a short time at least, Carranza is to be recognised as the leader in Mexico; if it be true, that is, that the United States hinted to the different factions in intention of recognizing a virtual ruler, the one who should be strongest a few weeks from that time. At this juncture, Villa and Zapata are both eclipsed; Carranza controls twenty-four out of the twenty-seven Mexican States, and unless something unforeseen occurs, both his competitors should be shortly reduced to negligible quantities in the revolution. President Wilson is no doubt growing tired of the prolonged dispute.

Give your custom to those who tell you they want it.

THE EMPRESS EXPRESS

Published in the interests of Empire
and district.
Clean, Bright, and Newsy

J. McPHAIL WAGGETT, Editor

* Published every Friday from the Express Office, Third
Avenue, Empress, Alberta.

* We are fully equipped to do Job Printing of every descrip-
tion and guarantee prompt and efficient service.

* Subscription price one dollar per year (any part of Canada
or Great Britain); \$1.50 to United States.

* Agents and correspondents wanted. Address The Express
Publishers, Drawer 96, Empress, Alberta.

ADVERTISING RATES

LEGAL and MUNICIPAL
125c per line first insertion and 85c each subsequent insertion.

PROFESSIONAL CARDS

1 inch 812 per year; 2 inch \$25 per year; 3 inch \$32 per year.

LOCAL READERS

10c per line 1st insertion.

Local notices announcing concerts, socials and any other
entertainments promoted for the monetary benefit of the
individuals or organizations, will not be inserted in these
columns unless paid at the rate of 10c per line each insert.

TRANSIENT ADS.

Such as "Wanted," "For Sale," "Lost" and "Found," not
exceeding one inch 50c first insertion and 25c each subse-
quent insertion.

EMPRESS, ALTA, FRIDAY, OCT. 20th, 1915

Hon. Robert Rogers is visiting the west, with
the object of securing first hand information to
enable the Government to deal with such
matters as free wheat lake and ocean tonnage,
and the transportation of grain to the seaboard
by an all-rail route at a reasonable cost, after the
close of navigation. Regarding free wheat, he
says:

"I have an entirely open mind as to the

Government taking action, as has been suggested
by some, that we should. As to the argument
often advanced that it would be an interference
with our general tariff laws, I do not regard
this as being the most serious obstacle, especially
when we see the milling companies making the
enormous profits which they record. . . . What
I fear is, that the adoption of free wheat would
have, in all probability, a detrimental effect,
rather than a beneficial one, on the grain producer
of the west, as an actual shipper, in that we
would join our production with that of the
United States in one common channel to find its
way to the markets of the world."

The sinking of the cruiser *Adalbert* brings
to our notice the superiority of the British sub-
marine activity, as against that of the German.
The British submarines in the Baltic have been
intensely active. How many there are, we do
not know, but they have sunk a good many
steamers trading between Sweden and Germany.
The German mosquito craft got after the British
submarines, but the British were too much for
them, sinking a torpedo boat, and a destroyer.
The result has been the paralysis of the Swedish-
German trade, and unless the Germans are able
to get rid of the British submarines, they will be
completely cut off from all Swedish supplies.
Just what has happened to the German sub-
marine is not definitely stated, but they have
apparently been driven to cover by British naval
activity, and are extremely quiet. This fact
gives color to the claim that most of them have
been sunk or captured.

In and About Social Plains

(Too late for last week)

Irvin Tucker lost last week to
resume his work with the C.P.R.

Barney Kreller made a new
record for Social Plains last
week. A field of Preston wheat
in his place yielded 54 bushels
per acre.

Miss Lola Wagner, while re-
turning from Medicine Hat last
week, met with the misfortune
of those who prefer the "gas
wagon" to the one-horse shay."

It was the faithful old horse
that finally returned Miss Wagn-
ner and friends to Social Plains.
(The moral is—"Take a horse
along.")

Miss Grace Tucker and Mr.
Swenson were visitors at the
home of Mr. and Mrs. Cotter
the first of the week.

Messrs. Swenson, Stone, and
Silverthorne have dissolved
partnership. Mr. Swenson sold
his interest in the thrashing
outfit to Messrs. Stone and
Silverthorne.

Tucker Bros. finished thrash-
ing on H.C. Opsal's place the
last of the week. Harvey was
one of the few who built so as
to have a grain-gathering crew.
He had four stacks of straw put
over his potatoes, of which he
has about a thousand bushels.

Mr. Bangs has decided that
he has passed their day of
usefulness on his place, and has

purchased horses instead. Mr.
Bangs had his grain threshed
this week by Stone and Silver-
thorne.

Dr. Boyd, of Medicine Hat,
passed through Social Plains
last week. He called on Mr.
Wm. Fowlie, sr.

John Fowlie's wheat yielded
47 bushels per acre and his oats
97.

Harry Tucker, who returned
to Social Plains a few days ago,
left again this week.

Leaders From Leland

October 25th

Mr. Ed. Rudd came up from
Medicine Hat last week, and
will spend some time here
taking care of his crop.

Miss Mona Insley, who is
teaching near Benton, Alta.,
visited over Sunday at her
home here.

Mr. Fred Thomas, of Chace-
bush, Alta., spent a few days in
this vicinity last week. While
here, Mr. Thomas spotted a
homestead, being favorably im-
pressed with the country, and
expects to return to the same
with his family in the near
future.

Mrs. Poole, with her two
children, of Monitor, Alta., were
over Sunday guests at the
Insley home.

Miss Alka Kunst returned to

THE LATEST NEWS

The Greatest War in history
is now on, and never since
printing was invented have
there been such universal need
and demand for the newspaper.

We have made arrangements
by which we can supply all the
news of the wide world, all the
news of the war, and all the
local news within our own cir-
culation, at a price that from a
bargain standpoint, leaves noth-
ing to be desired.

We will supply our own pa-
per and The Weekly Mail and
Empire, Toronto, from now
till January 1st, 1916 for 50c, or
the two together from now till
January 1st, 1917 for \$1.25. This
liberal offer is good until we
withdraw it, therefore, we sug-
gest early subscriptions for
greater value, and request that
all orders be sent to the office
of this paper.

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TO SHOW YOU A COPY OF THE
\$10,000.00
ROBIN HOOD
COOK BOOK
THIS BOOK CAN BE SECURED
WITH COUPONS FOUND IN EVERY COPY OF
ROBIN HOOD FLOUR
ROBIN HOOD
ROLLED OATS

LET THE U. F. A.
Supply Your Needs

We have on hand a large stock of

LOUR, BRAN, SHORTS, ROLLED
OATS, COAL and COAL OIL

Our goods are the best that money can buy. Give us a
trial and be convinced.

We handle EVERYTHING. Leave your order with the
U.F.A. and Save Money

We draw up all LEGAL and NATURALIZATION
PAPERS

Get your HAIL and FIRE INSURANCE from us

W.M. ENGELBRECHT, Sec.-Treas

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make a mistake in letting X. Y. JOHNSON handle your
Cash Grain

GET AWAY

from the idea that there is no difference in Service.

FROM THE FACT

that JOHNSON can give you Service of the Highest Standard

GRAIN N. Y. JOHNSON COMMISSION

(Connected with Winnipeg Grain Exchange)

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The City Meat Market

F. X. LAMBERT, prop.

Full Line of FRESH MEATS

Corned Beef COOKED HAM Pickled Salt Pork

PREMIUM HAM and BACON

Bologna Butter and Eggs

HIGHEST PRICES PAID FOR HIDES

The King of all Farm Waggon

The

WEBER WAGGON

The Waggon that Needs No Recommen-
dation. You can make no mistake in
buying a Weber

Shipment Just Received

SEE C. O. CARLSON, at the Empress Lumber Yard

Agent for Deering Farm Machinery

HEADQUARTERS

FOR ALL KINDS OF

SOFT PINE, FUR, SPRUCE LUMBER

This lumber is all well seasoned. All shipment
surfaced on both sides. Large assortment of
everything in the building line. All new
stock. Unloading a carload every day.

EMPRESS LUMBER YARD

Second Street West

J. N. ANDERSON, Proprietor

The Express to Dec. 31, 1915

for 20c.

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LEGAL

D. STRUAN SUTHERLAND
BARRISTER, SOLICITOR
NOTARY PUBLIC
COMMISSIONER FOR OATHS
Solicitor for The Town of Empress
Solicitor for The Union Bank, Etc.
Office on Centre St. EMPRESS, Alta.

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PULLEN & GALLOWAY.—Fun-
eral Directors and Embalmers.
Full supply of caskets always on
hand. All work attended to
promptly day or night, and sat-
isfaction guaranteed. Hearse in
connection. Undertaking parlor
Centre Street, Empress

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LEACH & McLEAN
Builders and Contractors
ESTIMATES FURNISHED
Office: Henderson-Thomas Lead Co.
EMPRESS - ALBERTA
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WM. ENGELBRECHT

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Sales conducted in all parts of the Province
in English or German
Empress - Alberta

FARMERS

If you have land in Canada you
wish to exchange for rich
Texas land—SEE US.

We will sell you land in Texas
and give you forty years to
pay for it.

First-class quarter section to
trade for Automobile, Confection-
ery, or other stock of goods.
What have you?

We have some very choice im-
proved and unimproved farm
lands in Saskatchewan to ex-
change for horses, cattle, hogs
or sheep.

If you are in need of Feed or
Seed Grain you should SEE US

If you have anything to sell or
trade or wish to buy anything
it will pay you to SEE US.

HOUSES TO RENT

TOWN LOTS FOR SALE

Loans, Insurance, Collections,
Naturalization and all legal
papers drawn.

The Pioneer Real

Estate Agency

Notary Public

Commissioners

Empress - Alta.

EMPRESS DRAY LINE

Light and Heavy

Draying

Agent for the

Imperial Oil Co.

Donald McArthur - Prop.

Buy where you are invited
to buy.

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to represent
CANADA'S GREATEST NURSERIES
in Empress and surrounding
district.

A splendid opportunity for the
right man to do big business.
Our list for the season 1915-
1916 comprises best list of hardy
varieties recommended by the
Western Experimental Stations

We offer exclusive territory.
Handsome free outfit. Highest
commissions. Write for terms.

STONE and WELLINGTON

Ponitill Nurseries

TORONTO - ONTARIO

Subscribe To The
Empress Express

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We have decided to

CLOSE OUT OUR STOCK

of MENS SHOES, GLOVES, SHIRTS, UNDER-
CLOTHES, SWEATER COATS, SHEEPSKIN
COATS, OVERALLS and SMOCKS—at

AT COST PRICE

and it will be to your interest to call at our store while
the stock is large

GROCERIES

GALLOWAY'S is the store that eliminates risk in
buying groceries, for only qualities of known worth
and the purest standards are obtainable here.
The woman who wishes the purest foodstuffs at the
lowest prices will find absolute satisfaction at—

A. E. GALLOWAY'S

Young Pigs and Cows For Sale

The Empress Meat Market

I Don't Expect to Die

If you did we wouldn't insure you. How could we otherwise promise to pay \$1000 as against such a small first payment. Here is how we calculate: Out of 1000 healthy men at age 30, about 200 will die in 20 years, but we don't know which ones and neither do you. We are safe in taking a small payment to-day as against the \$1000 we may have to pay tomorrow, because we insure large numbers. Your wife is carrying the risk of your being among the 200.

H. J. READ

REPRESENTATIVE NEW YORK LIFE
INSURANCE CO.
OFFICE CORNER THIRD AVE. and CENTRE ST.

R. M. HENDERSON

Agreements	Notary Public and	Affidavits
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Centre Street, near Station

**THE COAL THAT BEAT NATURAL
GAS BY OFFICIAL TEST
IMPERIAL**
BEST IN THE WEST
COAL
McKELVIE & ROBSON

MISS A. SUTCLIFFE

First-Class Dressmaker

Latest Styles and Vegues

FIT GUARANTEED

PRICES MODERATE

S. E. Peters Block (second floor)
CENTRE ST., EMPRESS

We have received

A Shipment of
WAGGONS
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BOXES

Call and see them

Ostrum & Williamson
THE McCORMICK AGENTS
AT THE RED DEER GARAGE
RUMBLEY AND INTERNATIONAL LINE OF THRESHING OUTFITS

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From \$1.25 Per Dozen
Samples at The Express Office

YOU CAN'T DENY IT!

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This newspaper is not a link in the advertising campaign. It is a complete method of campaign in itself.

It reaches a definite circle of consumers regularly and consistently.

It goes into the home, office, factory, and it influences individual sales.

It is the common sense means of speeding up business. Sensible buyers watch for the ads. Sensible merchants advertise.

ARE YOU A SENSIBLE MERCHANT?

Use the Advertising Columns
of The Express
It's the LOCAL Paper

The Empress Express

The Rexall Stores
CANADA'S FAVORITE DRUG STORES

Take a Box Home to Your Sister
Just arrived—fresh DIRECT FROM THE FACTORY
A Shipment of

Liggett's Boston Chocolate

19 Facts of Liggett's Chocolate 19
19 DIFFERENT FLAVORS in EACH BOX 19
Facts of Liggett's Princess Package:

1. It contains nineteen different kinds of Chocolate-dipped Fruits, Jellies, Nougats, Marshmallows, Nuts, Buttercreams and Hard Centres.
2. The chocolate coating is of a superior quality.
3. With the exception of Vanilla, not another flavoring extract is used, everything else being pure fruit flavor.

There may be some just as good but none better.

Come in and get a box.

40c. and 75c. per lb.

BROWN'S—THE REXALL DRUG STORE

WE ARE HERE TO SERVE YOU

Grand Theatre
TWO HOURS ENTERTAINMENT
Saturday Night

6
Reels
of the usual quality

Don't Forget Show
Every Wednesday
Commencing Next Week

THE NEW
Jersey Dairy
GOOD JERSEY MILK
8cts. per quart
12 quarts for \$1.00
L. READEL, prop.
East of Red Deer Garage.
ALL MILK DELIVERED

Ho! Ho! Ye Bow and Music
Lovers
A GREAT BIG SUPPER
and GOOD
LONG CONCERT
on
MONDAY, NOV. 1ST
Supper From 5 p.m.
Concert 8 p.m.

Turkey, Chicken, Beef, Salads,
Jellies, Pie
Supper 25c., Concert 15c. and 10c.
U.S.O. CHURCH LADIES AID

Grain Tanks

ALL SIZES

BUILT TO ORDER

FULL INCH SEASONED STOCK USED

Call and See Us for Prices

YORK & BOYD

Empress Blacksmith Shop

WE WANT YOUR BUSINESS

and we are doing everything in our power to merit it. In spite of the enormous advance in all woollens and leather goods, we are today offering you the best goods on the market at the old prices.

Experience gave us the foresight to anticipate the unheard of advance in nearly all goods in our line and we bought heavily.

Today we are offering you the advantage of this buying. Not a single price has been boosted in this store.

COMPARE

our goods with any of like quality and we will willingly abide by your decision.

Sox
weaters
hirts
uits
hoes

Underwear and
Felts
EVERYTHING FOR MEN

SHOP OF

"Fashion-Craft"

S. E. Peters & Son
The Store Where The Good
Clothes Come From

Wheat Prices

Net Truck Prices for No. 1 Nor. Wheat, from Oct. 22 to Oct. 28, at Empress

Oct. 22	34 1/2	Oct. 26	36 1/2
Oct. 23	34 1/2	Oct. 27	36 1/2
Oct. 25	35 1/2	Oct. 28	36 1/2

Oats, ear lots, 32c.

Oct. 21, Street Prices, 74

Local and General

Keep your hair in curl with Silverine. Brown has it, of course.

Mrs. S. E. Peters, last Friday, entertained the Union Church Choir, in honor of their departing members, and their friend, Mr. J. Black.

Why experiment when you can buy Fashion Craft clothes at the same price as imitations.

We are in receipt of a booklet entitled "Sheep Raising in Alberta." The booklet is well illustrated and contains much information relative to sheep. Copies of the booklet may be secured on application to the Department of Agriculture, Edmonton.

See Stout for a general line of Dry Goods, Boots and Shoes.

Mr. James Hughes, on the eve of his departure for the front, begs to tender to the citizens of Empress and surrounding territory his gratitude for the patronage extended to him during his stay in the town, and hopes that the same patronage will be extended to his successor, Mr. H. P. Clarke.

We wish to thank all those who assisted in making the Patriotic Tea, given by Mrs. G. M. Johnston, a success. The amount realized was \$82.18. The turkey donated by Mr. H. Massingill was won by Mr. R. M. Henderson. The Maple Leaf cushion by Miss Rosie Matzand, and the blue hand-worked cushion by Mrs. Crosby. This amount has been turned over to the local chapter of the I.O.D.E., to be forwarded to the British Red Cross.

Rexall Druggists, everywhere sell and guarantee Rexall Ointments as a safe and gentle laxative. Sold only by Geo. L. Brown, The Rexall Store, 10c., 25c. and 50c. boxes.

Reeve McEachern, R. M. Henderson, and Lawyer Sutherland journeyed to Calgary on Saturday returning on Tuesday. Their trip was in connection with the cases of Dr. Robertson vs. Village, re village and school tax assessment, and Canadian Pacific Railway Co. vs. Village re school tax assessment. The hearing of Dr. Robertson and C.P.R. was set for Wednesday. The case for the Village and the School District, was handled by Mr. Smith of Clarke, Carson & McLeod, Calgary, assisted by Lawyer Sutherland.

Ratepayers Acadia Municipality

TAKE NOTICE that I will proceed to collect by distress or suit all unpaid taxes, after Nov. 15th.

D. M. GRAHAM,
Sec. Treas.

SOCIAL and PERSONAL

are invited to contribute to this column

Mrs. H. J. Read is expected to return from Brantford, Ont., on Sunday.

Mr. and Mrs. Wm. Pullen had as their guest, Saturday to Monday, Mr. Pullen's brother, Mr. J. Pullen of Woodstock, Ont.

Mr. and Mrs. J. C. McCready and Mrs. Walker, arrived in Empress on Wednesday from Brantford, B.C.

Mrs. D. McEachern held a chain tea at her home on Thursday afternoon, for the benefit of the Red Cross fund.

Messrs. Storey & Haggins have secured the agency for Empress district for the McLaughlin-Buick automobiles.

Mr. and Mrs. W. H. Thom, Medicine Hat, were the guests of their daughter and son-in-law, Mr. and Mrs. E. Parker, for a few days this week. They made the journey from Medicine Hat by car, and encountered snow on the outward trip.

Attention is drawn to the change of price on the fowl supper and concert on Monday night. The change is not any blunder of the ladies. The responsibility is upon the promoter, who seems to take an abnormal delight in pushing his nose where he should not. He is on a fair way for the bounce. The present advertised charge was the one fixed from the first. The committee would have allowed the change to thirty-five cents to remain, but they were compelled to feel that, even apart from the work, they could not provide a fowl supper for that amount. The concert at fifteen and ten is also the first price, and for this an excellent programme will be provided. This will consist of songs, readings, sketch, and instrumental. The school children will render choruses. It is hoped that the public will respond heartily to the efforts of the people who are working so faithfully and ungrudgingly.

Sweat pads, large widths, 40c at the Harness Shop.

General Joubert, of Boer War fame, is reported as on his way to Salonika, where he proposes to join the Allied forces.

PULLEN & GALLOWAY

Horse and Automobile Livery

Light and Heavy Draying, Household Furniture and Safes Removed.

Trunks and Baggage Carefully Handled.

We are agents for—

The Continental Oil Company

Get Your GASOLINE here



Twenty-Five Dollars on delivery, and Ten Dollars

per month puts this high-class piano in your home. This is about what you would have to pay if renting a piano. Only when paid for the instrument is yours. We wish Sec—

B. L. DAWDY & CO.

The Jewellers
ISSUER OF MARRIAGE LICENSES

EMPRESS CASH STORE

Salmon, 2 tins, 25c.; Assorted Soups, per tin, 10c.
Sardines, 2 tins, 25c.; Campbell's Soups, 2 tins 25c.
Sardines, 5 tins, 25c.; Shrimps, per tin, 15c.
Kipper Herring, plain and tomato sauce, 2 tins, 25c.
Dried Peaches, 10c. lb.; Dried Pears, 15c. lb.
Dried Apples, 12 1-2c. lb.; Fresh Fruit Jam, 50c. pail

COLE & BELFIE

UNION BANK OF CANADA

With Cash in the Bank You Can Buy to Advantage

You know how everything costs more when you have to buy on credit. Why not practice self-denial for a while if necessary, open a Savings Account in the Union Bank of Canada, and with the money in hand, buy at Cash prices? The discounts will help to swell your bank balance, and you will have made a good start towards financial independence.

Empress Branch - W. M. CROSSBIE, Manager

A Few Coal Pointers

Good, strong, steady heat.
All Coal, no slate, shale or dust.
Large lumps, clean to handle.
Tests higher than any other western coal.
Can be used equally well in range, heater, cook-
Oldest mine in Lethbridge, Best qual. [stone, turnace
All kinds inferior coals on market—you want best.
Let your wife try it—she will watch you get Galt [next time.

Exclusive Agents in Empress

Revelstoke Sawmill Co.

LIMITED

F. H. PEARCE, Manager

Go To—**M. G. BOYD**
FOR **Stoves & Ranges**
AT **RIGHT PRICES**

We handle the Fumons

McClary's New "Garry" Range, fitted with special fuel sayer \$47.50
McCLARY'S Regina Range, Price \$37.50
A low-priced high-service Range.
Sask-Alta Range, The Best Yet Price \$80.00

THRESHERMEN

We have a very complete line of all your requirements, in rigging up and operating your threshing outfit, viz.: BELTING, LAGGING, BELT DRESSING, RABBIT PAKING, LUBRICANTS, OILS, INJECTORS, VALVES, GREASES, GREASE CUTS, LEATHER, TANK PUMPS and HOSE.

GET RESULTS BY SHIPPING YOUR GRAIN

Golden Grain to Golden Coin by Honest Methods

JOHN BILLINGS & CO. Ltd.,
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